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WHAT IS CLAIMED IS:

1. A method of improving the athletic performance of a mammal comprising administering to said mammal an olfactory stimulating amount of a peppermint odorant.
2. A method according to claim 1, wherein the improvement comprises an increase in speed.
3. A method according to claim 1, wherein the improvement comprises an increase in strength.
4. A method according to claim 1, wherein the improvement comprises an increase in endurance.
5. A method according to claim 1, wherein the improvement comprises a decrease in fatigue.
6. A method according to claim 1, wherein the improvement comprises a decrease in perceived workload.
7. A method according to claim 1, wherein the athletic performance is anaerobic.
8. A method according to claim 1, wherein the athletic performance is aerobic.
9. A method according to claim 1, wherein the athletic performance is weightlifting, shot put, vertical jump, power lifting, conditioning, calisthenics, weight training, cycling, running, sprinting, hurdling, rollerblading, rowing, long jump, boxing ,

skiing, swimming, football, karate, strength training, lacrosse, hockey, soccer, speed or strength related team sports, anaerobic exercise or aerobic exercise.

10. A method according to claim 1, wherein the administration is ortho-nasal
inhalation of odor.

5 11. A method according to claim 1, wherein the administration is retro-nasal.
(*mouth*)

12. A method according to claim 1, wherein the administration is through the mucus
membranes.

13. A method according to claim 1, wherein the odorant is administered in a form
selected from peppermint impregnated or coated mouth-guards, peppermint impregnated or
coated face-guards, clothing impregnated with peppermint odorant, clothing coated with
peppermint odorant or a peppermint odor releasing polymer.

14. A method according to claim 1, wherein the odorant is administered in a form
selected from peppermint odorant impregnated nasal dilators, peppermint odorant coated
nasal dilators, peppermint odorant impregnated adhesive strip or peppermint odorant coated
adhesive strip.

15. A method according to claim 1, wherein the odorant is administered in a form
selected from an aerosol spray, a pump spray, a nasal spray, a liquid or solid form of the
peppermint odorant contained in a vessel, a liquid or solid form of the peppermint odorant
contained in a lozenge, a liquid or solid form of the peppermint odorant in a gum, a liquid
or solid form of the peppermint odorant in a food product, a cream, a cologne, peppermint
odorant impregnated jewelry, peppermint odorant coated jewelry, and ointment.

16. A method according to claim 1, wherein the mammal is a human.

17. A method according to claim 1, wherein the mammal is a horse or dog.

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